



**MHplus**   
INFORMATION

# AGENT SUPPORT PACK

# TABLE OF CONTENTS

Content	Page
<b>Chapter 1. Introduction to NDC Business Objectives</b>	3
<b>Chapter 2. Technology &amp; Capabilites</b>	7
<b>Chapter 3. Maximising Value Proposition</b>	10
<b>Chapter 4. Sign-up &amp; Onboarding Process</b>	14
<b>Chapter 5. Frequently Asked Questions</b>	22

Chapter 1

# Introduction to NDC Business Objectives

## Chapter 1: Introduction to NDC Business Objectives

### Introducing MHplus: MAG's Advanced NDC Platform

MHplus is Malaysia Aviation Group's (MAG) cutting-edge NDC platform, designed to enhance customer experience and strengthen collaboration with our trade partners. In today's travel industry, characterised by consumer demand for round-the-clock access to information and personalised offers, MHplus addresses legacy technology limitations in distribution channels.

By extending digital platform capabilities to third parties through API technology, including flight booking and management, MHplus aligns with industry standards like IATA's New Distribution Capability (NDC). This seamless integration enhances the booking experience, meeting modern traveller expectations and fostering closer collaboration with trade partners.



# Chapter 1: Introduction to NDC Business Objectives

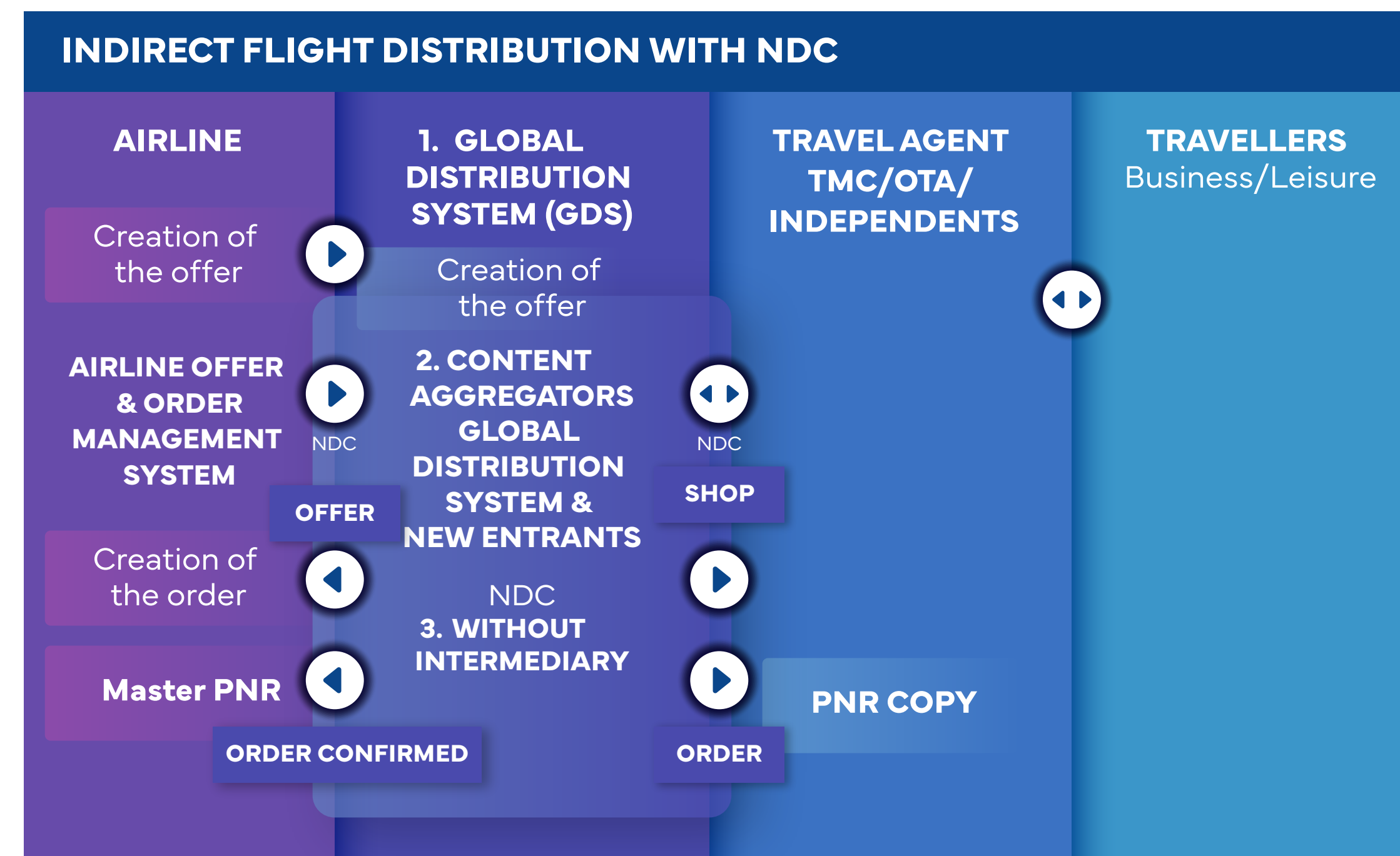
## So, what has evolved with NDC?

Traditional GDSs will remain during the transition period (multiple years), and aggregators using the NDC standard will help simplify the distribution process by enabling direct connectivity to the airline.



Shopping: GDS creates the offer, gets the fares, availability and business rules from the airline or 3rd parties (ATPCO)

Booking: GDS creates the PNR which belongs to the TA, the airline only owning a (partial) copy



Receives request & creates offer      Its role is to transmit information

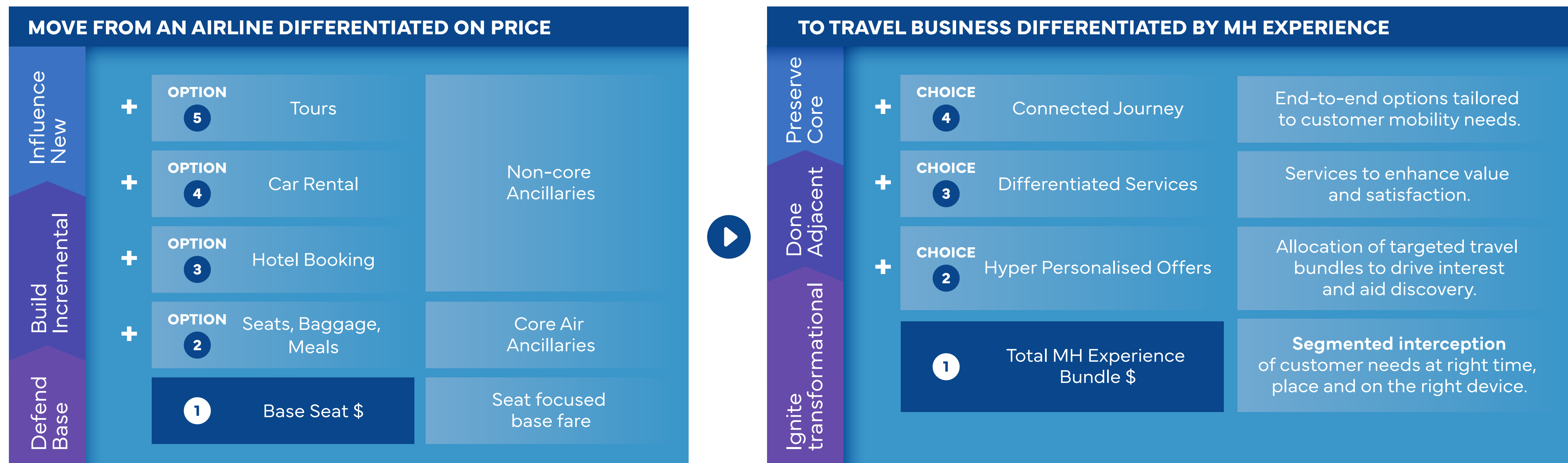
Owner of the master order, containing the latest information

# Chapter 1: Introduction to NDC Business Objectives

## How does this enhance customer experience?

In today's travel landscape, customers have raised their expectations, seeking personalised offers that align precisely with their preferences. Malaysia Airlines (MH) has made substantial investments in these capabilities, allowing fares, terms, discounts, and combinations of ancillary products and services to be dynamically adjusted based on the preferences of travellers, agents, and corporations.

We firmly believe that the demand for personalisation from customers will continue to grow, and our ability to provide this level of tailored service enhances the overall customer experience.



Chapter 2

# Technology & Capabilities

## Chapter 2: Technology & Capabilities

### MHplus technology

MH's NDC technology is powered by Amadeus Altea, utilising the latest NDC versions, including v18.1 and v21.3. These versions enable comprehensive end-to-end shopping and ordering processes and support a wide range of servicing requirements.

The scope of functions supported by NDC continues to expand, and MH is fully committed to staying up-to-date with the latest standards to provide the best possible service to our partners. MH actively contributes to the industry-wide adoption of this cutting-edge technology.

### Overview of MHplus APIs

Please find a selection of essential NDC APIs that MH currently offers to our partners. These APIs are continually evolving, with new features regularly added. For comprehensive information on each API, and their respective implementation guides, please visit our webpage.

### Content Categories

	Exclusive Fares		Promocode
	Sale of Baggage Allowance		Bundling of Ancillaries
	Personalised Offers		Sale of Seats
	Third Party Content		Air Fare Discount
	Calendar Fare Search		Rich Media

Available in Production



## Chapter 2: Technology & Capabilities

### Technical Roadmap and Capabilities

Our current set of supported features empowers our partners to efficiently handle end-to-end booking and servicing tasks. This includes advanced capabilities like ancillary purchases, and enhancing displays with engaging content, among others.

As the industry, including IATA, airlines, GDSs, agents, and other supply chain stakeholders, gains experience and explores new use cases, we are dedicated to staying at the forefront of evolving capabilities. MH is committed to continuously enhancing our offerings to meet the ever-evolving needs of our partners and customers.

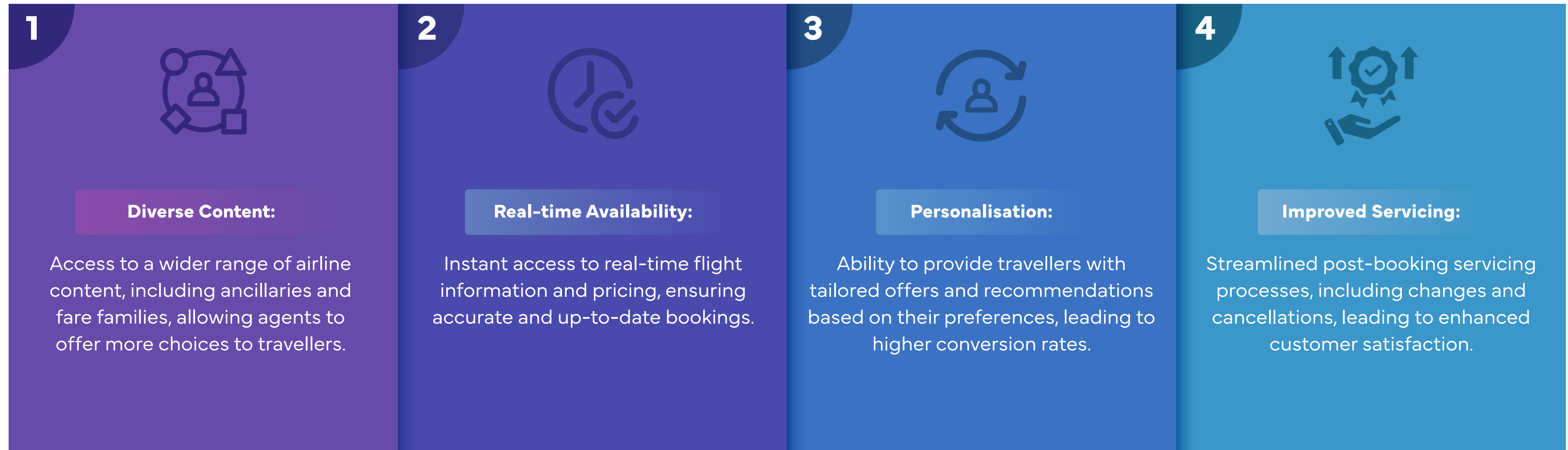
### MHplus Technical Capabilities

PHASE 1: PILOT PHASE FOR SETTING THE FOUNDATION	PHASE 2: BUILDING CADENCE	PHASE 3: NDC MATURITY
<p>Q3' 2023 - In Production</p> <p><b>Shop, Confirm Offer</b></p> <ul style="list-style-type: none"> <li>• Air, Search by Origin-Destination</li> <li>• Calendar shopping</li> <li>• Multi-passengers</li> <li>• Seat Map</li> <li>• Service Lists</li> <li>• Ancillary Bundle/non-Bundle</li> <li>• Cross &amp; Upsell</li> <li>• Promo code &amp; Corporate Discount</li> <li>• SSR CLID</li> <li>• Fare rules</li> </ul> <p><b>Servicing</b></p> <ul style="list-style-type: none"> <li>• Changes, Cancel, Refund</li> <li>• Reissue, Exchange</li> <li>• Deferred Payment</li> <li>• BSP Cash</li> <li>• Direct payment credit card</li> <li>• Void (same day)</li> <li>• Daily Sales Reporting</li> <li>• Credit Card non-3D-SV2</li> </ul>	<p>Q4' 2023 - In Production</p> <p><b>Servicing</b></p> <ul style="list-style-type: none"> <li>• Order Change Notification (OCN)</li> <li>• Indian GST</li> </ul>	<p>In 2024 - Upcoming</p> <p><b>Servicing: Q1'24</b></p> <ul style="list-style-type: none"> <li>• Commission</li> <li>• Rich Content</li> </ul> <p><b>Servicing: Future in NDC v21.3</b></p> <ul style="list-style-type: none"> <li>• Waiver code in Exchange</li> <li>• Waitlist flow</li> <li>• Modify Order (contact/APIS)</li> <li>• Order History</li> </ul>

Chapter 3

# Maximising Value Proposition

### Value for Travel Agents:



*In summary, for travel agents, the focus is on expanded content access, real-time data, personalisation, and efficient servicing. These benefits empower travel agents to provide a superior booking experience, ultimately leading to higher customer satisfaction and improved conversion rates.*

## Value for Corporates:

<p><b>1</b></p>  <p><b>Expanded Choices &amp; Flexibility:</b></p> <ul style="list-style-type: none"><li>• Unlock diverse fare options without the need for costly upgrades.</li><li>• Pay for only what you need and enjoy bundled discounts.</li></ul>	<p><b>2</b></p>  <p><b>Enhanced Data Transparency:</b></p> <ul style="list-style-type: none"><li>• Easily compare corporate fares with public options.</li><li>• Access detailed information for well-informed choices.</li></ul>	<p><b>3</b></p>  <p><b>Seamless Customer Experience:</b></p> <ul style="list-style-type: none"><li>• Automate disruption handling and provide end-to-end services.</li></ul>	<p><b>4</b></p>  <p><b>Tailored Customisation:</b></p> <ul style="list-style-type: none"><li>• Personalise offerings as needed.</li><li>• Create special bundles and event fares.</li></ul>	<p><b>5</b></p>  <p><b>Exclusive Benefits:</b></p> <ul style="list-style-type: none"><li>• Enjoy discounts on ancillary services.</li></ul>
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*This highlights how MHplus' capabilities enhance corporate travel programmes, providing a broader selection, increased transparency, seamless end-to-end experiences, customisable options, and exclusive benefits.*

## Chapter 3: Maximising Value Proposition

### Embrace a new era of innovation with MHplus

As soon as our connection is established, we welcome our partners to contribute their insights and ideas for the development of innovative, groundbreaking products.

Together, we can forge inventive solutions that elevate both businesses and customer experience to greater heights.

"Unleashing Innovation Through Collaborative Ventures."

Let's unite in pursuit of innovation with MHplus.

## Description of the content categories:

### MHplus Exclusive Fares:

- Unlock unbeatable savings with MHplus' exclusive fares.
- Enjoy unique price points and dynamic discounts tailored to your travel needs.

### Personalised Offers:

- Experience travel like never before with personalised offers by MHplus.
- Tailored to your preferences, these exclusive deals ensure you get the most out of your journey.

### Seat Sales:

- Get the seat you want, when you want it.
- Our seat sales offer flexibility and choice, enhancing your travel experience.

### Baggage Allowance Sales:

- Travel with ease and convenience.
- Take advantage of our baggage allowance sales to make your journey seamless and hassle-free.

### Ancillaries Bundling:

- Elevate your trip with our ancillaries bundling option.
- Customise your experience by combining services that matter most to you, all in one convenient package.

Chapter 4

# Sign-Up & Onboarding Process

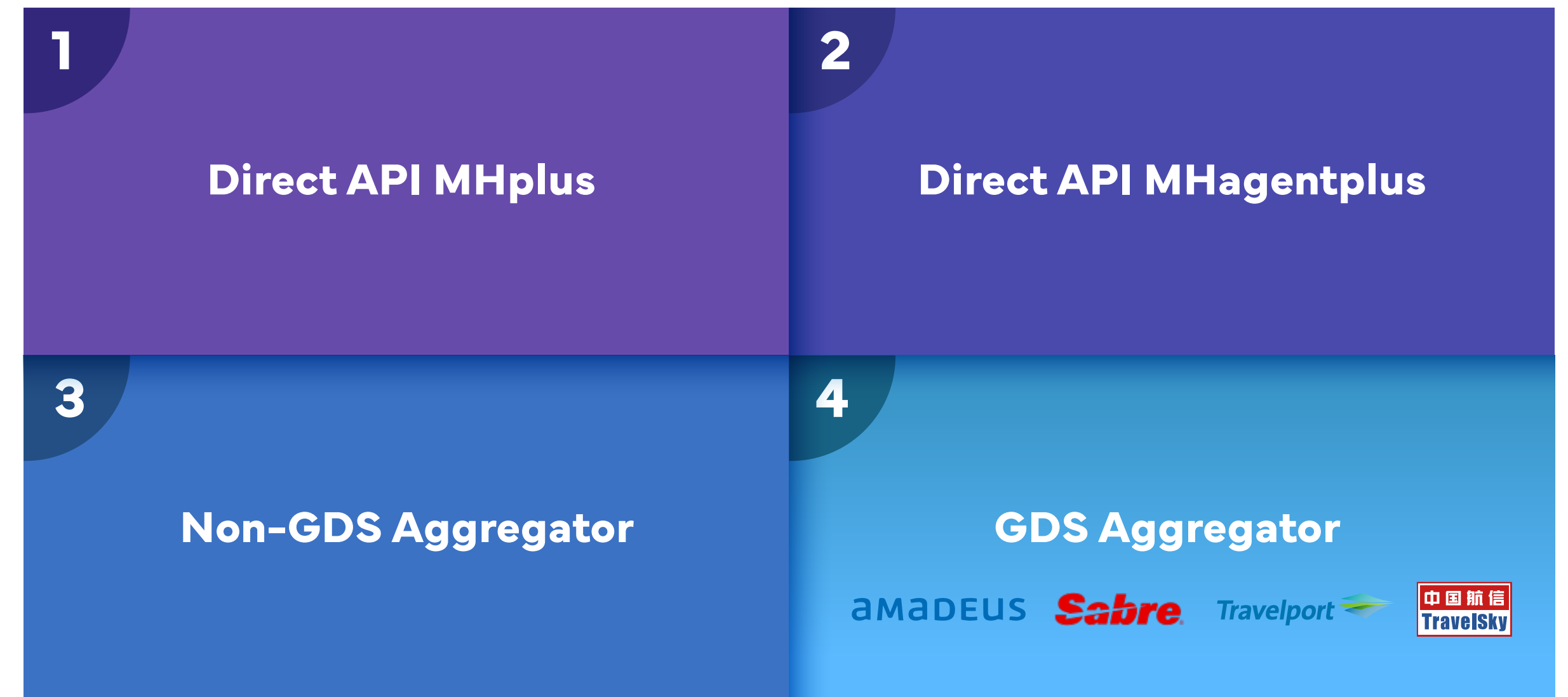
## Chapter 4: Sign-Up & Onboarding Process

### Connecting to MHplus

Discover multiple ways to access MHplus, as illustrated in the diagram. Each option comes with specific considerations, and the choice is yours.

We strongly encourage partners to assess these options based on their unique business requirements, use cases, and needs before selecting the one that aligns best with their goals.

While all options provide access to MHplus' extensive content offerings, there may be variations in commercial and technical commitments. For any commercial inquiries, please contact your dedicated MH Account Manager(s).



## Chapter 4: Sign-Up & Onboarding Process

### MHplus Access Options Overview

For your convenience, we've summarised the key features of these access methods in the table below. This overview is designed to assist you in selecting the onboarding approach that aligns best with your business goals.

Take a closer look at the table to discover the advantages and drawbacks of each MHplus access option, helping you select the right one for your agency's needs.

Aspect	Direct API MHplus	Direct API MHagentplus	Non-GDS Aggregator	GDS Aggregator
Control	Full control	Full control	Some control	Limited control
Integration Effort	Simplified	Streamlined	Moderate to High	Low to Moderate
Cost of Integration	Low cost	Low cost	Varies (Moderate-High)	Low to Moderate
Maintenance Cost	Low	Low	High	Medium
Content Strategy	Customisable content	Customisable content	Limited control	Limited control
Service	Tailored integration	Tailored integration	Efficient distribution	Distribution through GDS
Sell	Efficient and user-friendly	Efficient and user-friendly	Efficient distribution	Distribution through GDS
Usability	Efficient and user-friendly	Efficient and user-friendly	Usability may vary	Usability often depends



## Chapter 4: Sign-Up & Onboarding Process

### Process for Direct Connection and Implementation with MHplus

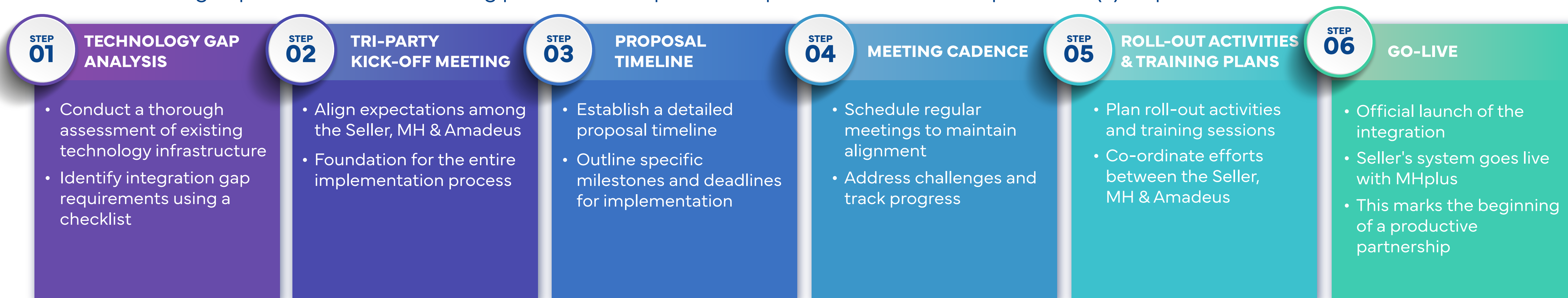
For partners opting for a direct connection to MHplus, a specific process is established to facilitate a smooth integration. Here's an overview of the steps involved:

**Securing an Integration Slot:** To kickstart the process, partners must secure a technical integration slot, following a prioritisation assessment. The integration cycle typically takes around 3 months from development to going live, although the timeline may vary based on partner familiarity with MHplus APIs and development speed.

**Dedicated Support:** Throughout the integration journey, our dedicated support team is always available to assist our partners at every step, ensuring a seamless and efficient process.

### Implementation and Training Process for MHplus

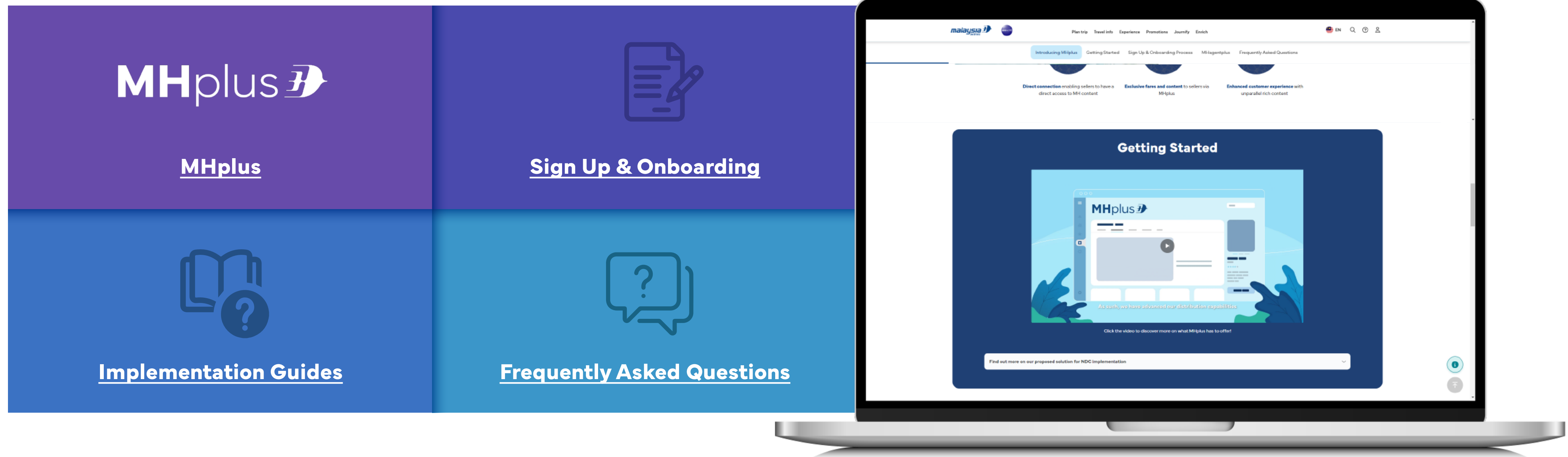
The following implementation and training process for MHplus is comprehensive and encompasses six (6) steps:



## Chapter 4: Sign-Up & Onboarding Process

### Getting Started with MHplus

MHplus is now live on our Malaysia Airlines website, providing access to all sellers. To begin your journey with MHplus, explore the following links:



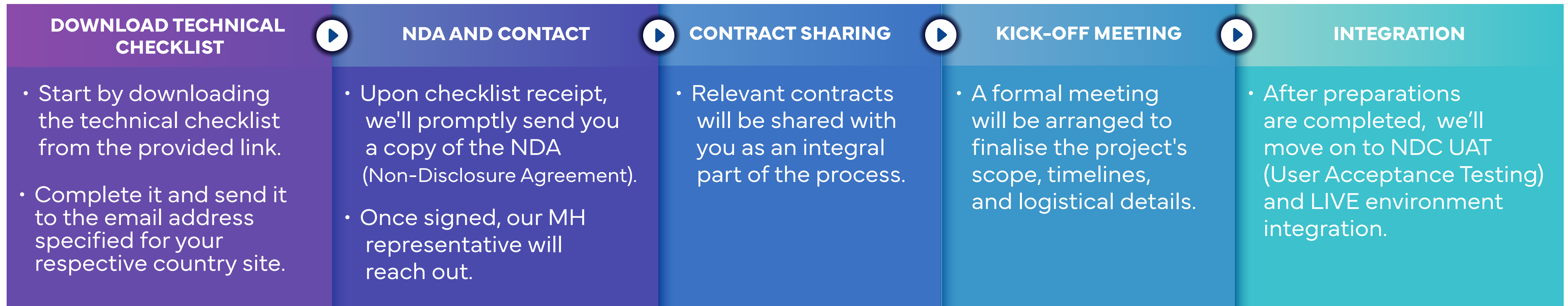
You can also access MHplus through the "Other Offerings" section on our website.

If you require any assistance or have inquiries regarding these documents, please reach out to your respective MH Account Manager(s) or send an email to the address specified for your respective country site.

## Chapter 4: Sign-Up & Onboarding Process

### Process for Connection via Direct API MHplus

Connecting to NDC-Direct API, MHplus is a streamlined process tailored for BSP travel agents and OTAs equipped with their own user interface. The process is straightforward and consists of the following steps:



Factors to be considered:

- Seller's technical checklist and implementation questionnaire.
- Timeline is dependent on seller readiness.
- Commercial discussions/agreements if applicable.
- Dedicated support provided during integration.

## Chapter 4: Sign-Up & Onboarding Process

### Process for Connection via Direct API MHagentplus

This integration pathway is designed to cater to BSP travel agents and OTAs who may not have their own user interface and are looking to access MHplus' extensive offerings.

Utilising this MHagentplus portal, you can easily embark on this journey by following a few simple steps:



Factors to be considered:

- Seller's technical checklist and implementation questionnaire.
- Timeline is dependent on seller readiness.
- Commercial discussions/agreements if applicable.
- Dedicated support provided during integration.

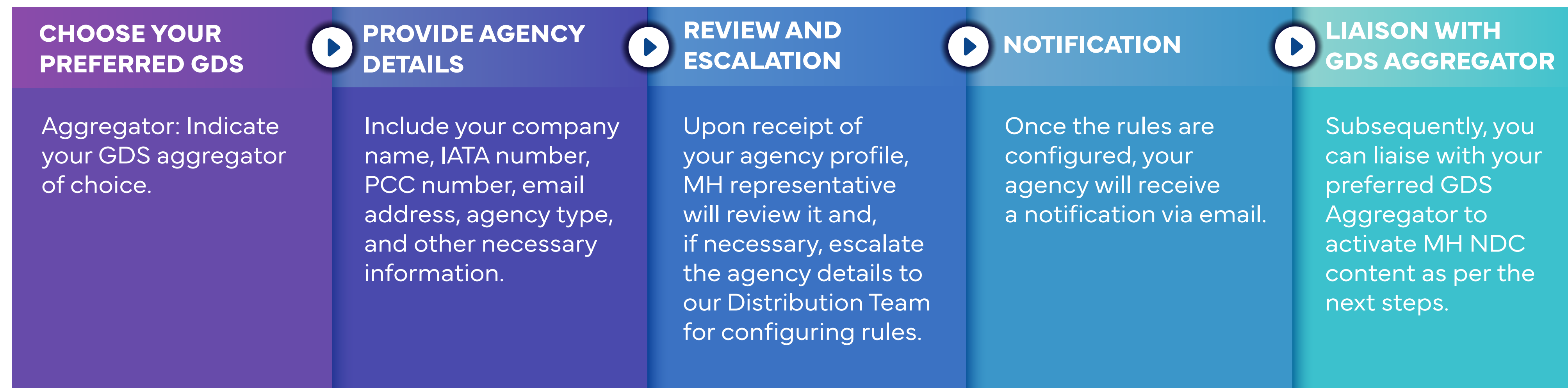
## Chapter 4: Sign-Up & Onboarding Process

### Process for Connection through Global Distribution Systems (GDSs) Aggregator

MH collaborates with five major Global Distribution Systems (GDSs) as below:

Amadeus | Sabre (Abacus, Sabre) | Travelport (Galileo, Worldspan, Apollo) | TravelSky | Infini

#### For GDS Aggregator Subscribers:



Factors to be considered:

- Seller's technical checklist and implementation questionnaire.
- Timeline is dependent on seller readiness.
- Commercial discussions/agreements if applicable.
- Dedicated support provided during integration.

## Chapter 4: Sign-Up & Onboarding Process

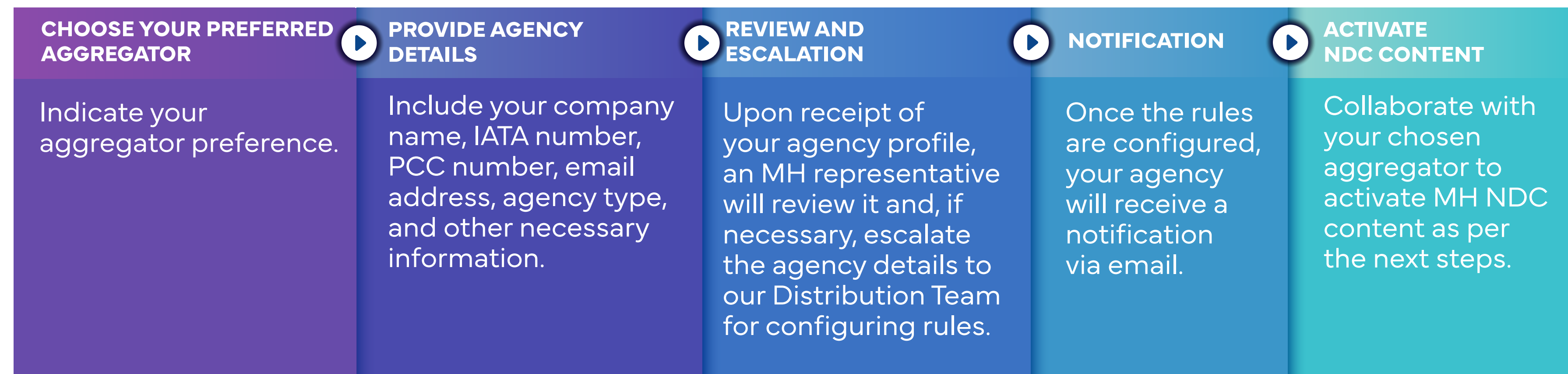
### Process for Connection through non-Global Distribution Systems (GDSs) Aggregator (IT Technology Providers)

In addition to traditional GDSs, Malaysia Airlines collaborates with various content aggregators to provide access to our NDC content through their platforms. Partners can connect to these platforms to access our NDC content by following the process outlined below.

Malaysia Airlines is continually expanding our partner options and geographical coverage by adding more content aggregators. Some of our current approved technology partners include:

Travel Fusion | Verteil | TPCConnect | FCM (formerly known as Flight Centre Travel Group)

### Process for Connecting via non-GDS Aggregator:



Factors to be considered:

- Seller's technical checklist and implementation questionnaire.
- Timeline is dependent on seller readiness.
- Commercial discussions/agreements if applicable.
- Dedicated support provided during integration.

Note: All GDS subscribers must follow these processes to access MHplus content. Contact your MH Account Manager(s) to initiate onboarding. For GDS-related queries, contact your respective GDS Account Manager(s).

## Chapter 4: Sign-Up & Onboarding Process

### Partner Support at MH

Malaysia Airlines is here to assist our partners every step of the way, both during and after implementation. We've set up a 24/7 dedicated helpdesk to ensure a smooth transition and ongoing operations, organised into two categories:

#### 1. Servicing Support

- This covers everything related to NDC bookings, including changes, cancellations, refunds, and more.

#### 2. Technical Support

For technical questions, system issues, and specific requests, our team is ready to provide timely assistance.

- **Partners connecting via technology providers** (GDS/aggregators) receive technical support from their respective providers.
- **Direct connect partners** can contact us for technical support via email or our dedicated support hotline.

Both the servicing and technical support processes are summarised for your reference.

For more information, please contact us:



Phone Number

**+603 7724 0734**



Email Address

**MHplushelpdesk@malaysiaairlines.com**

Chapter 5

# Frequently Asked Questions



## Chapter 5: Frequently Asked Questions

### Technical/Technology & Services

1. **When is MH's intended launch date for NDC?**

MH successfully launched the NDC Phase 1 pilot cutover in July 2023.

2. **Will MH launch NDC by Point-of-Sale (POS) in batches? Or in one go?**

MHplus will be launched in phases based on our roadmap.

3. **If MHplus will launch by Point-of-Sale (POS) in batches, what is the intended timetable?**

MHplus is scheduled to commence its POS launch in January 2024.

4. **What technology provider is MH currently using?**

MH is working with Amadeus, leveraging on the latest Amadeus Altea NDC version v18.1. and version v21.3. MHagentplus will be available on version 18.1.

5. **We have integrated with other Airlines that use different NDC version standards. Can we still integrate with MH and does it require a lot of effort?**

Yes, you can still integrate with MH even though the standard versions differ. You may, however, require more effort as there are slight differences in requirements between the 2 versions.

6. **What are the Forms of Payment (FOP) accepted?**

Cash and Credit card payments are accepted.

7. **When will MHagentplus be ready for production cutover?**

The production cutover has already taken place in July 2023.

## Chapter 5: Frequently Asked Questions

### Technical/Technology & Services

#### 8. What are the ways to get connected with the MHplus programme?

There are 4 ways you can connect to MH API/NDC technology. Each option has its own set of requirements and considerations. The decision fully sits with you.

- NDC Direct API MHplus
- NDC Portal MHagentplus
- GDS Aggregator
- Non-GDS Aggregator

More details will be provided soon. For queries regarding your market rollout, please contact your respective MH Regional Manager(s).

#### 9. Is MHplus certified by IATA?

Malaysia Airlines Berhad (MAB) achieved 'Airline Retailing Maturity' status under the ARM Index Program on November 24, 2023.

#### 10. Can smaller agents that do not have the technological capabilities be onboarded onto MHPlus?

Yes, you can still implement MHplus by connecting via MHagentplus. Please approach your respective MH sales regional manager(s) for further discussions.

#### 11. What versions of IATA NDC can MH support?

MHplus can support both versions v18.1 and v21.3.

#### 12. What are the refund and booking change processes for customers?

Voluntary and involuntary refunds, as well as changes, are supported via API.

## Chapter 5: Frequently Asked Questions

### Technical/Technology & Services

**13. Will the airline service passengers directly under MHagentplus bookings?**

MH offices may assist with PNR servicing for any changes, in the event that the travel agents' offices are not in operation or are closed during weekends or public holidays, and the passenger has an immediate flight departure.

**14. Does MHplus provide support after office hours?**

MH provides 24/7 helpdesk support.

**15. Do ancillary services require the issuance of a separate Electronic Miscellaneous Document (EMD)?**

An Electronic Miscellaneous Document (EMD) is to be issued for all chargeable ancillary products.

**16. Will there be daily reporting for all sales transactions?**

Daily sales reports will be available.

**17. What are the functionalities offered via MHplus/MHagentplus?**

Basic NDC requirement functionality is available — please refer to the technical checklist.

**18. Will continuous pricing be offered on MHplus?**

Continuous pricing will not be available in this initial phase, but it is included in MHplus' roadmap.

## Chapter 5: Frequently Asked Questions

### Commercials & Agreements

1. **Will there be exclusive content available for MHplus?**

MHplus' exclusive content will be offered in January 2024.

2. **Will MH provide greater incentives for bookings made via MHplus?**

MH is open to negotiating incentive arrangements with agents. You may approach your respective account manager(s) for further discussions.

3. **Will there be special fares exclusive to MHplus?**

The MHplus exclusive fare will be available in January 2024.

4. **Will interline fares be included?**

Currently, interline fares are not included.

5. **How will the customer benefit from travel agents using MHplus?**

Some of the benefits that customers will gain are personalised/differentiated fares & offers (including additional ancillary services/products). With these benefits, MHplus can personalise offers to each individual's wants and needs.

6. **Would there be adoption costs for connecting via MHplus?**

The costs incurred would be dependent on the NDC adoption capability by individual sellers.

**Thank You.  
Terima kasih.**

Malaysia Airlines eagerly welcomes all partners to participate in our connectivity programme to collectively elevate customer experiences across various platforms.

Explore our APIs at [malaysiaairlines.com/MHplus](https://malaysiaairlines.com/MHplus) to learn more about our offerings.

We appreciate your collaboration and look forward to working together to enhance our services.

